



Revenue  
Operations  
Platform

# Clari Autocapture

## Every Buyer Relationship, Captured Automatically

Your reps spend a considerable amount of their time updating deal data. Still, roughly 70% of people they meet with don't get logged into their CRM. Clari's Autocapture solves this by automatically capturing all your sales and activity data, so reps aren't wasting time on unproductive manual entry.



### Make sure the right people are involved in your deals

Track who's engaged on your deals and what key personas are missing so you can focus on building relationships with the entire buying group.



### Drive better sales and marketing alignment

Nurture contacts and accelerate deals. Include every contact engaged with your sellers in marketing nurture campaigns to drive deal acceleration.



### Give your reps time back to sell

Let Clari capture every sales contact so your reps can focus on building customer relationships and not recording them in CRM.

The screenshot shows the Clari Autocapture dashboard. At the top, it says "Show contact syncing info for all time". Below this are four summary cards: "NEW CONTACTS ADDED" (467), "LEADS CONVERTED" (49), "CONTACT RULES ADDED" (460), and "SYNCING ERRORS" (2). To the right of these cards is a "WEEKLY CONTACT CREATION" chart showing a peak in late August. Below the summary cards is a table with the following columns: FIRST NAME, LAST NAME, EMAIL ADDRESS, ACCOUNT NAME, OPPORTUNITIES, ACTIVITY TIME, PROCESSED TIME, and STATUS. The table contains 10 rows of data for various contacts at Cisco.

FIRST NAME	LAST NAME	EMAIL ADDRESS	ACCOUNT NAME	OPPORTUNITIES	ACTIVITY TIME	PROCESSED TIME	STATUS
Linda	Bryan	linda@cisco.com	Cisco	Security Renewal	Mar 21, 2020 9:30	Mar 21, 2020 9:30	Skp
Patricia	Cain	patricia@cisco.com	Cisco	Data Center Expansion	Mar 15, 2020 9:30	Mar 15, 2020 9:30	New
Mary	Wilens	mary@cisco.com	Cisco	Data Center Expansion	Mar 12, 2020 9:30	Mar 12, 2020 9:30	New
Barbara	Underwood	barbara@cisco.com	Cisco	Security Renewal	Mar 12, 2020 9:30	Mar 12, 2020 9:30	Skp
Nancy	Bridges	nancy@cisco.com	Cisco	Data Center Expansion	Aug 13, 2019 9:35	Aug 13, 2019 9:35	New
Lisa	Allison	lisa@cisco.com	Cisco	Security Renewal	Aug 24, 2019 9:30	Aug 24, 2019 9:30	New
Dorothy	Mogire	dorothy@cisco.com	Cisco	Data Center Expansion	Aug 7, 2019 10:40	Aug 7, 2019 10:40	Skp
Craig	Washington	craig@cisco.com	Cisco	Security Renewal	Jul 20, 2019 13:18	Jul 20, 2019 13:18	Exp
Maria	Coller	maria@cisco.com	Cisco	Data Center Expansion	Jul 16, 2019 11:40	Jul 16, 2019 11:40	New
Jennifer	McKenzie	jennifer@cisco.com	Cisco	Security Renewal	Jul 15, 2019 11:35	Jul 15, 2019 11:35	Skp

## How It Works

Clari automatically captures every contact and activity throughout the sales cycle and logs it back to the CRM so your reps don't need to lift a finger.

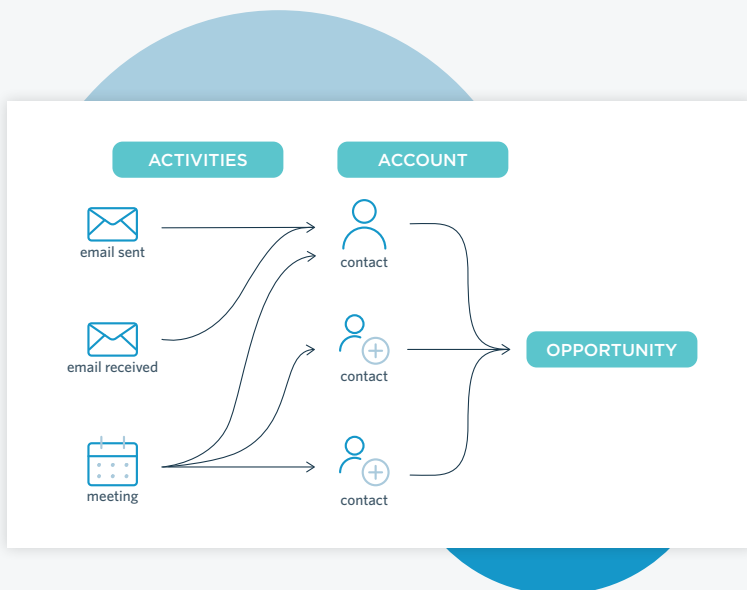


**Engage:** Sales reps schedule meetings and exchange emails with customers and prospects.

**Enrich:** Additional information, including name and title, is automatically added with a combination of metadata parsing and the Clearbit for Clari integration.

**Capture:** Clari automatically captures contacts from calendar invites and email threads.

**Synch:** Clari creates a new contact in CRM and attaches any newly added contacts from the buying team to the right opportunity.



### Putting complete contact data to work:

**Relationship Mapping:** See the exact status of key stakeholders engaged in your deals and the strength of each relationship.

**Account Management:** Make sure everyone on your team that works with customer accounts has a complete and accurate picture of all engaged champions and contacts.

**Marketing Attribution:** Use captured contacts to re-engage lost opportunities, nurture the entire buying group, and measure attribution on won deals.

**Benchmark Winning Deals:** Map out which personas get involved in successful deals.

“We’ve added 1000’s of contacts (through Autocapture) that our reps are engaging with, which is incredibly helpful. Clari gives us visibility into the subset of people that only our reps had access to in their emails before.”

**Patricia Menadier**, Senior Director of Revenue Operations

